

# HOLIDAY BAKING REBATE

Great Lakes, Great Flavors, Great Sales!

**Attention Retailers! 7 weeks to cash in!** Advertise tasty, baking variety Michigan Apples and receive money back.



Cortland



Golden Delicious



Ida Red



Jonagold



Jonathan



Rome

## THE BAKED DEAL!

1. Run two ads on any or all of the following 2011 bagged varieties:

- Michigan Cortland
- Michigan Jonagold
- Michigan Golden Delicious
- Michigan Jonathan
- Michigan Ida Red
- Michigan Rome

Mix or match, or put all six varieties in each ad!

2. Ads must feature any size bag of Michigan Apples and must publish between October 31 – December 24, 2011.

3. Submit Michigan Holiday Baking Rebate Entry Form, dated tear sheets of the two ads, name of your supplier, and proof of sales volume to MAC, postmarked on or before January 25, 2012.

4. Ads must include Michigan Apple Committee registered logo (with the words "Michigan Apples") or the words "Michigan Apples" to qualify. Logo available at [MichiganApples.com/Michigan-apples-logos.html](http://MichiganApples.com/Michigan-apples-logos.html)

5. All requested information must be included and entry form filled out completely and returned on time (by January 25, 2012) to qualify.

## THE SWEET REWARD!

6. Complete the BAKED DEAL and receive \$.25/case rebate from MAC, payable to your business.\*

*\*Note: "Reward" capped at \$3,000 per retailer. May not be combined with any other offer or promotion from the Michigan Apple Committee. Additional information may be requested. Wholesaler and retailer may not both claim refund for same purchase.*

## Michigan Apple Holiday Baking Rebate Entry Form

Contact Name: \_\_\_\_\_ Date: \_\_\_\_\_

Company: \_\_\_\_\_

If above are different, make check payable to: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: ( \_\_\_\_\_ ) \_\_\_\_\_

Your Supplier: \_\_\_\_\_

Cases Sold\*: \_\_\_\_\_

*\*Cases of qualifying Michigan Apples, per Baked Deal rules.*

Mail to: Michigan Apple Committee, 13750 S. Sedona Parkway, Suite 3, Lansing, MI 48906

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